Whole Earth

November 21, 2000

Brainstorm a Whole New Future

Meeting Purpose : Explore new publishing models and business scenarios that might serve as a fresh foundation for the Whole Earth Magazine with a goal of outlining a vision of a sustainable future for this 30-year-old magazine. During the afternoon we will explore and discuss these themes:

1. Past Trends and Background
2. Current and future vision
3. Revenue model - subscription and partnership
4. Subscription models
5. Partnership models
6. Program development models

Noon **Lunch**

1pm **Trends and Overview**

Whole Earth "the business metrics"
Whole Earth "the brand"
Whole Earth "the relationships"
Whole Earth "our website"

Outcome *Attendees common understanding of "State of Whole Earth"*

1:30pm **Developing a wider vision for the business**

What can the community and brand stand for?
How can we articulate it?

Outcome *Shared expression of vision and values*
Documentation of expression of high level vision & values

2:30 **Tactics that can support that vision and business**

What activities will support the shared vision?
What high level steps do we need to take to execute the top activities?
What kind of support from a larger community can we tap?

Outcome *List of high level action steps for staff and community activities including funding, enhanced community support tactics, new resources and partnership and business model evolutions.*

4:30 **Next Steps**

5:00 **Adjourn**

November 21 Agenda v2.doc
Created by dremy
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Whole Earth

Participants

Hosts	Ryan Phelan Stewart Brand (late arrival)
Whole Earth Board of Directors	Danica Remy VP, Organic Diana Hadley Ron Pernick CEO, CleanEdge
Whole Earth Staff	Peter Warshall - Executive Director Mike Stone - Managing Editor Devon King - Associate Publisher
Confirmed Thinkers	Will Rosenswieg - H&Q Winery & Winetasting.com Jason Pontin - Red Herring Magazine Jerry Michalski - Author - Sociate John Sheehy - Utne Reader Alex Gault - VP, Edunomics & Former Whole Earth Elliot Levin - Partnership Resources Grp.(late arrival) Bob Fuller - Inter News - Former WE BOD Larry Brilliant - CEO Softnet - Former WE BOD (late)
Invited but Not Confirmed	Jane Metcalf - Wired (ryan) Ralph (Jake) Warner - Nolo Press (danica) Louis Rossetto Wired (ryan) Paul Hawken (ryan) Lisa Gansky (diana) Nat Goldhaber - Cybergold (ryan)

Directions

Enter the Presidio from the **Lombard Gate** entrance.

Proceed **straight into the park** until you come to the first stop sign.

Go **left onto Presidio Boulevard** and start up the hill. Just around the first bend you will see a short street to your right called Sumner (don_t turn there) but just beyond it, on **the right is a street called Liggett** with a big sign for "East Residential Housing".

Drive along Liggett and the row of brick houses as it proceeds up the hill.

Home is **at the top** of the circle at **727A Liggett.**

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